RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #311040
T. McMillen
JEFFERSON WHOLESALE

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Tim:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162607
Enc. Retail Customer List
Wholesaler Packing Instructions

AUGSAL.DOC

51852 1990

Source: https://www.industrydocuments.ucsf.edu/docs/jtnn0000

JEFFERSON WHOLESALE

AUGUST DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED

PRODUCT PO # N/A

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT $ AMOUNT: $1,298.44

PACKING / SHIPPING PAYMENT $19.00
(4.00 (6M) promoted case(s) @ $4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51852 1991

Source: https://www.industrydocuments.ucsf.edu/docs/jtnn0000

WHOLESALER : 311040 JEFFERSON WHOL. GRO. CO. <DIRECT>
TEMPLATE : 800438 80800 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162607	174959	SHOLES GROCERY	MAIN STREET	GRAMPIAN	PA	16838	4		1	3	8			
162607	175127	LEEPER MARKET	RT 36 & 66 BOX 15	LEEPER	PA	16233	1	1	1	1	4			
162607	175144	MIKES COMET MARKET	33 TAYLOR ST	BROOKVILLE	PA	15825	3	3	3	3	12			C-3
162607	210764	SMYERS MARKET	12-16 E. MAIN STR	SYKESVILLE	PA	15865	1	1	1	1	4			
162607	521507	SYKESVILLE PANTRY	MAIN & SYKES STRE	SYKESVILLE	PA	15865	1	1	1	1	4			
162607	765993	DELULLO'S MARKET	JOHN STREET	ST MARYS	PA	15857	1	1	1	1	4			
162607	766097	LYKEN'S MARKET	RT 322 & RT 220	PORT MATILD	PA	16870	2	2	2	2	8			
162607	766216	VALLEY FARM MARKET	RT 255	WEEDVILLE	PA	15868	1	1	1	1	4			
173004	806672	DEER LANE DELI	408 DEER LN	ROCHESTER	PA	15074			1		1			
173005	044856	VALLEY VILLAGE MKT.	RT. 85	YATESBORO	PA	16263	1	1	2	2	6			389556
173005	175222	BERESNAK MARKET	232 ROUTE 85	HOME	PA	15747	1	1	1	2	5			3110576
173005	336623	CLARKS MARKET	BOX 56, RD#1	COWANSVILLE	PA	16218	3	2	2	3	10			4091801
173005	632430	CORNER CONVENIENCE	PO BOX 423	ELDERTON	PA	15736	3	2	8	4	17			2075
173801	325039	COUNTRY TRAIL	7 BRIDGE ST	ROCKWOOD	PA	15557	2	1	2	1	6			242160
173804	182411	LYKENS MARKET	ROUTE 64	LAMAR	PA	16848	5	4	6	10	25			515482
173804	538697	THE OLD CTRY. STORE	R. D. #1, BOX 119	MILROY	PA	17063	2	2	2	2	8			

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 31 23 35 37 126

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 31 23 35 37 126

51852 1992

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Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY

item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated

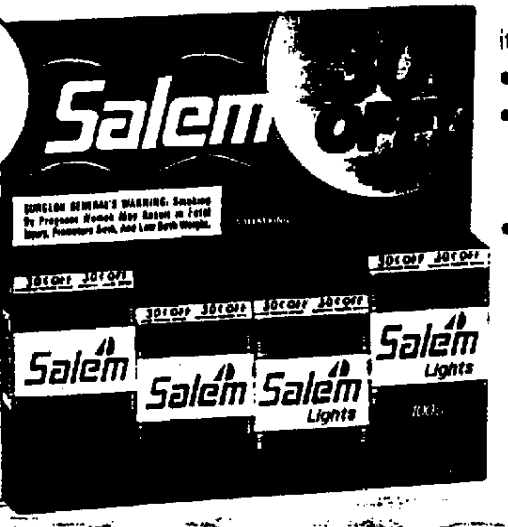
item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51852 1993

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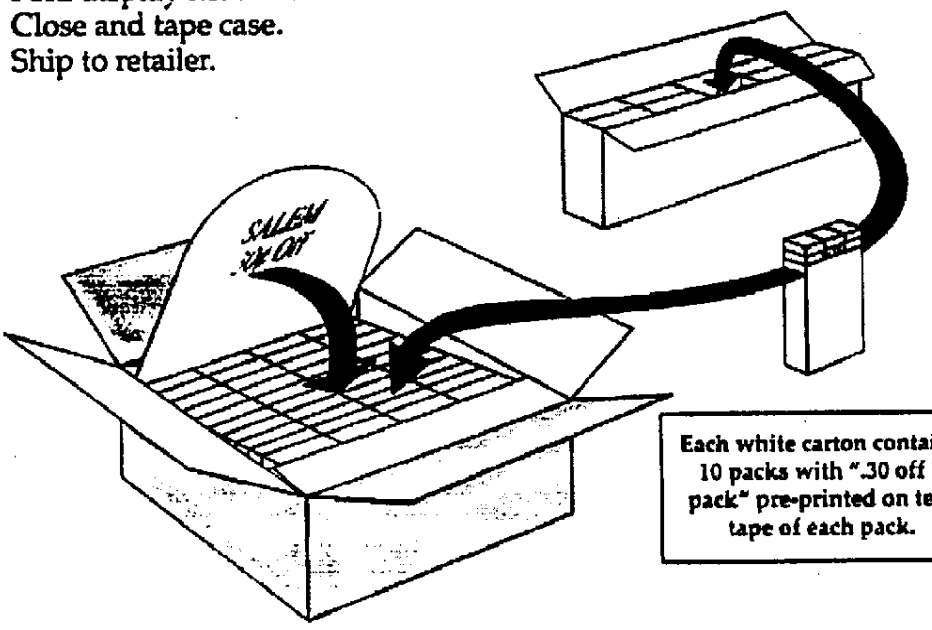
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE **3RD QTR.'98**

August SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item# 541964
MSA Promotion Reporting Description: SAL_98_.30/1_PK_

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

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